

A MAP FOR THE NEXT THREE YEARS:

OUR NEW STRATEGIC PLAN

In late fall 2009, Community Dental's Board of Directors, Committee members and staff convened to begin developing a new strategic plan to guide the organization's services, growth and sustainability for the next three years. Facilitated by consultants Corrine Sylvia and Constance Carter, the planning process included a plenary session with all participants to lay the groundwork and create an outline for the plan's development, followed by a series of committee meetings where goals, objectives and tactical plans were crafted. "The committee meetings were excellent opportunities for board and staff to work together on looking objectively at our program," commented Executive Director Donald Price. "They also gave participants a chance to get to know each other better and appreciate each other's strengths and capabilities."

The new Strategic Plan spans the period of 2010 through 2012, and focuses on five main areas: Patient Care, Human Resources, Fund Raising, Finance and Marketing. The following are highlights for each area of the plan.

Patient Care

- More patient education
- Increased staff training
- Improved administrative systems
- Providing clinical services in southern Chester County

Human Resources: Staff, Board of Directors, Volunteers

- Reviewing staffing plans, salaries, and benefits
- Improved staff evaluation procedures
- Expanding the Board of Directors
- Building committees
- Improving volunteer recruitment, training and appreciation
- Expanded volunteer opportunities



Community Dental's staff: front row, from left: Keri Kilgore, Donald Price, Shaquana Roane, Yael Delgado, Valeri Delgado, Joan Berdich, Andrea Campitelli

Missing from photo:
Wendy Smiley

back row, from left: Alison Jones, Ruth Acosta, Onyinye Onyewuchi-Meyers, Michael Duxtad, Valerie Winslow

Fund Raising

- Developing more diversified sources of funding
- Launching a multi-year campaign to expand services and build reserve funds
- Increasing the Board's ability to raise funds

Finance

- Expanding the Finance Committee
- Creating a plan for the previous office on Olive Street
- Improved financial analysis and reporting

Marketing

- Developing and implementing an annual marketing plan
- Creating a Marketing Committee
- Launching a focused marketing initiative to support fund raising

Copies of the full strategic plan are available by contacting Executive Director, Donald Price, at: 610-383-3888 or via e-mail at dprice@chescodental.org. An Executive Summary of the plan is also in production, and is available on our website: www.chescodental.org.

DENTAL SERVICES FOR THOSE IN NEED

- Cleanings
- Diagnostic X-Rays
- Fillings
- Nutrition Guidance
- Fluoride treatment and Sealants
- Routine Restorative Treatment
- Oral Hygiene Instruction

COMMUNITY DENTAL IS A GLAXOSMITHKLINE IMPACT AWARD WINNER!

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Donald E. Price, DTh
Executive Director

For additional information,
please call the Chester County
Community Dental Center
at 610-383-3888.



Donald Price, CCCDC Executive Director, accepting the IMPACT award

Chester County Community Dental Center recently received a GlaxoSmithKline IMPACT Award, including a \$40,000 grant, at an awards ceremony in March in Philadelphia. These highly prestigious awards are given to

acknowledge, highlight and reward excellence in the non-profit healthcare community, and target organizations that provide access to healthcare for people who are uninsured. A judging panel comprising leading healthcare experts and GlaxoSmithKline representatives selected the nine winners.

In addition to providing access to healthcare, the selection criteria for the Awards included: commitment to serving people in need; facilitating access to healthcare delivery, education, creative partnerships and policy development; and demonstration of a solid record of achievement, management and leadership. Commented Margaret Rivello, chair of Community Dental's Board of Directors: "It is a real honor to be recognized by GlaxoSmithKline in this way. Since its inception, Community Dental has served thousands of people in need in Chester County, and it is gratifying to see our work be acknowledged. Because we provide care at a reduced fee, fund raising is extremely important to our survival. The \$40,000 grant from GlaxoSmithKline will be a significant help to us this year."



Joining in the celebration of Community Dental at the awards ceremony:

front row, from left: Alison Jones, CCCDC Dental Director; Alice Moorhead, CCCDC Board Member; Donald Price, CCCDC Executive Director; Margaret Rivello, CCCDC Board Chair; Heidi McPherson, President, Chester County Fund for Women and Girls

back row, from left: Linda Higginbotham, GSK Community Partnerships Associate Representative; Deirdre Connelly, President, North American Pharmaceuticals for GlaxoSmithKline; Mayor Michael Nutter; Charles Messa, CCCDC Board Member; and James Ziegler, Brandywine Health Foundation Board Member.

SEALANTS FOR CHILDREN AT COMMUNITY DENTAL

This past winter and spring Chester County Community Dental staff, staff from collaborating agencies, students and volunteers helped hundreds of children from low income families to have healthier teeth by providing free sealants, screenings and education. The program, partially funded by a grant from the Pennsylvania Department of Health and distributed via the Chester County Health Department, occurred at Community Dental's offices at the Brandywine Center and at public schools throughout the County.

Dental sealants are a thin plastic coating applied by a dental professional to children's permanent back teeth. The opaque sealant material is painted on the deep grooves of the chewing surfaces to protect against sugar-eating bacteria which cause cavities. Sealants can last 10 years, significantly reduce or even eliminate cavities, and help back teeth last a lifetime.

253 children from low income families from the Coatesville Area School District in grades 2, 3, 7 and 8 took field trips to Community Dental's office at the Brandywine Center to receive their sealants and screenings. More than 30 children were seen by dental professionals on each of 8 Fridays. In addition to receiving sealants, the children received oral health education, toothbrushes, and an opportunity to become comfortable in a dental office by playing on one of our dental chairs and learning about the equipment. When dental health issues were discovered during examinations, the children were either referred to their own dental provider, or back to CCCDC for further care.

Sealant and screening programs were also provided at the New Garden Elementary School in Kennett, and Graystone Academy in Coatesville.

This comprehensive program was organized by Jaclyn Gleber, CCCDC's Director of Outreach. Jaclyn was assisted by: staff and volunteers from Community Volunteers in Medicine; Luz Garzon from the

Chester County Health Department; Joshua Peter, a Masters in Public Health intern from West Chester University; volunteer dentists Alvin Arzt, Tamara Brady, and Ken Moser; and volunteer hygienists and hygiene students from Harcum College. CCCDC staff members who also participated included: Joan Berdich and Shaquana Roane, Extended Functions Dental Assistants; Yael Delgado, reception; and Wendy Smiley, administration.



Students at East Fallowfield Elementary School enjoy Sealant Day!

GET READY FOR OUR THIRD ANNUAL BLOCK PARTY - JULY 31 FROM 12:30-4 PM

Our Third Annual Block Party will be held on July 31 at the Brandywine Center, and will again celebrate community leaders and provide health screenings and education, along with delicious, healthy snacks and fun activities for children. Organized by Jaclyn Gleber, Community Dental's Outreach Coordinator, and Mike Bernard from ChesPenn, the Block Party leaders also include staff from Child Guidance Resource Center and Human Services, Inc. The party's primary sponsor is Keystone Mercy; a variety of local businesses are also lending support.

This year's Unsung Heroes award will focus on celebrating community members who have made a lifetime contribution to Coatesville's youth, and will be presented by Chaya Scott, who leads the Brandywine Health Foundation's Coatesville Youth Initiative.

Health screenings, educational materials, and demonstrations will be provided by staff and volunteers from Community Dental, ChesPenn, the Chester County Health Department, and other community agencies. Children's activities will include face painting, games, and healthy snacks - including those frozen fruit bars that were so popular last year -- and local produce grown by nearby farmers and growers.



Our front desk team, from left: Yael Delgado and Val Delgado

IT'S ALL ABOUT HELPING PEOPLE

– A NOTE FROM A GRATEFUL PATIENT.

I thought I would take the time to drop a line and tell you about the great experience I had today at your facility. All of your staff is professional, friendly and organized. I was taken promptly at my appointment time, which is always a great start to any visit to a health care professional.

Being a smoker who had not seen a dentist in 5+ years, I drug myself kicking and screaming the whole way to your office.

I am writing this e-mail to specifically thank Tonya, the dental hygienist with whom I spent the duration of my visit. Tonya was fantastic and by no means judgmental. She made me feel at ease and did not criticize me for my lack of attention to my

dental health. She provided me with tons of information and explained to me the differences between tartar, gingivitis, etc. She had a fantastic attitude and even when discussing my nasty habit of smoking, she was not pushy, and did not make me feel like a child being scolded. Tonya was very knowledgeable and had a professional, yet friendly way about her.

It was refreshing to walk into a warm environment, when the dentist's office can have such a negative connotation.



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bringing dental health and smiles to those in need

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FINANCES AT COMMUNITY DENTAL

Our Patients

- 55% of our patients receive Medical Assistance (also called Medicaid)
- 23% pay on a sliding fee schedule, which enables them to pay a fee they can afford for their care ...
- This means that 78% of our patients have incomes under 200% of the poverty level. (Currently the poverty level is \$16,500 for a family of one).
- Only 22% of our patients have more standard insurance coverage.

Discounts

- Our patients who use the sliding fee schedule receive discounts of up to 40%.
- The Medicaid insurance companies also receive discounts of roughly 50%.
- In 2009 we provided over \$94,000 in discounts to our cash paying patients, and
- \$350,000 in discounts to our patients' insurance companies ...
- We gave a total of \$444,000 in discounts in 2009.

Our mission is to provide compassionate, quality dental care and education for all in need